

INDEX

1. Introduction.....	2-4
2. Acknowledgement.....	5
3. Comparison in text and visual matter between the pages of the Indian Express and Jansatta.....	6-24
4. Other differences between the two newspapers in terms of design and layout.....	25-26
5. Conclusion.....	27-28
6. Summary.....	29-30
7. Bibliography.....	31

INTRODUCTION

Were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter.

-Thomas Jefferson (1743-1826) Third president of the United States

A hurried glance at the morning newspaper is an integral ritual of the lives of countless people worldwide.

However, *any* newspaper never does the job. It HAS TO BE the same morning daily that he subscribes to. It is not that news differs with each newspaper; it is the style of presenting it that varies which binds a person to one paper.

In technical language, this style is known as **layout and design**, and is done by proper designers who are called graphic journalists. These people design a blueprint on which the newspaper publishes everyday. Making one layout may require as long as a whole month and a good financial support.

The layout of a newspaper is designed to maximize distribution and to optimize the newspaper's efficiency in presenting information. Rules and conventions have evolved over the years and almost all newspapers nowadays have well-established layout principles.

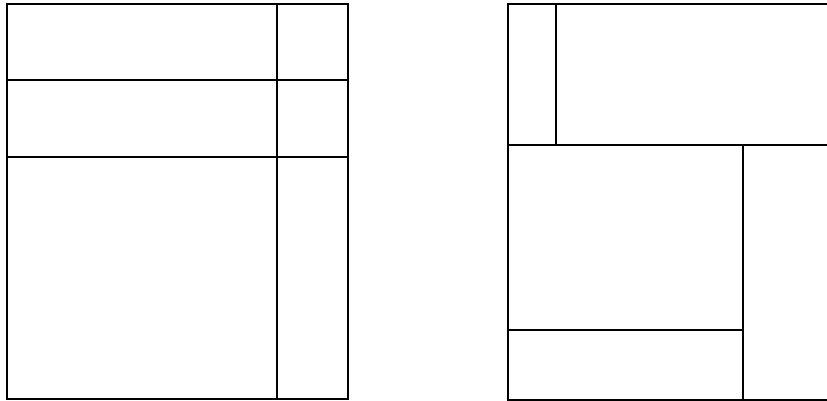
There are some basic principles that every newspaper has to follow. These are called design principles.

The main reason why a newspaper has to follow a model of design is to enable its readers to follow a rhythmic pattern, which enhances its readability.

The first approach in designing a newspaper is preparing a dummy sheet. In a dummy sheet, areas of advertisements are marked first. The dummy sheet is just a simple page sheet whose dimensions are usually 54 cm X 39 cm. It contains nine vertical lines making a total of eight columns.

The basic guideline of a newspaper is a grid. A page is made up of squares and rectangles in fine proportions. It is within these segments that all the text along with the headlines and visuals, which consists of pictures and graphics are arranged.

This pattern of grids in newspaper design is known as modular grids. To speak in a more simple language, news within a modular grid is like a block of text or visuals. There can be many types of grids in a newspaper. Some are as follows:



In earlier days, newspapers had no such modular grids. Now with the advent of technology and competition in the market, almost every newspaper uses a proper pattern of modular grids.

Some basic elements of newspaper design are:

- ❑ Rhythmic pattern of the newspaper column
- ❑ Page balance
- ❑ Contrast
- ❑ Harmony
- ❑ Eye movement
- ❑ Unity

Typesetting, or the fonts used in a newspaper, and the way in which they are used also influences readability. Every newspaper uses a particular type. These types should be so written that they make a rectangular block. This is done in order to improve symmetry.

Here, an English and Hindi newspaper differ the most in terms of layout. While it is easier to do the typesetting for an English alphabet, because of its symmetry, doing the same for a Hindi alphabet is all the more difficult. This is because a Hindi alphabet has “*matrayein*”, which overlap with the alphabets either above or below. In technical terms, these are known as ascenders and descenders.

The text matter of an English newspaper is usually given in a standard 8-point size, while a Hindi newspaper gives it in a 10 point. The reason for this is the smaller Hindi font.

However, the headlines' point size depends upon the importance of the news. Making them bold may also highlight them. At times, they are given a slant by writing them in Italics.

There are four design elements that the newspaper contains:

- ❑ Advertisements
- ❑ Headlines
- ❑ Text matter
- ❑ Pictures
- ❑ Graphics

In the comparison that is given in the next few pages, headlines and text matter is taken under a common heading "Text", and pictures, graphics and advertisements are studied under "Visuals".

Newspaper designing is a specialized field of study and has a vast scope. There are various elements that have to be taken care of by a designer. All these elements could not be studied and produced in the project.

Also, both the newspapers have been studied for only a short span of fifteen days between 15 and 31 October 2006, which is a very small time to study and compare the whole layout.

This, thus, is the best that could be produced from the available sources and time. Hope the reader will still find it interesting.

ACKNOWLEDGEMENT

This is to acknowledge the valuable assistance and guidance received from Mr.Devesh Kishore, Mr.Ambrish Saxena and Mrs. Vinita Gupta during the inception and implementation of this project.

This is also to acknowledge the precious help and supervision given by Mr.Rajesh Jaitley, Ex-Art Director, Amar Ujala.

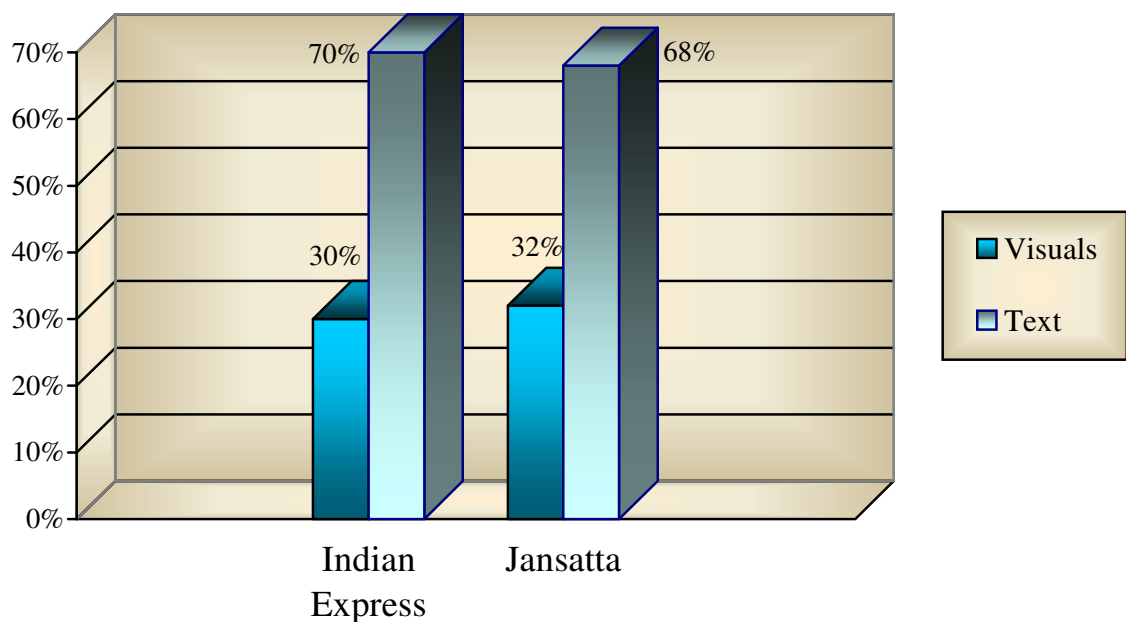
Without their expert advice the project would not have fructified in its present form.

COMPARISON BETWEEN THE PAGES OF THE INDIAN EXPRESS AND JANSATTA

FRONT PAGE

The front page of a newspaper is the first impression that one gets. Therefore, it is given the maximum importance in terms of layout and design.

It contains the day's main headlines and also the most important news items, mostly of hard news. The advertisements giving the maximum revenue to the newspaper are put on this page. If we analyze the percentage of visual and textual matter in The Indian Express and Jansatta, we get the following results:



The Indian Express

In the fifteen days analysis done, it was found that the Indian Express seldom contained any advertisement on the front page.

The visuals mostly comprise of photographs related to the news and a regular cartoon column *Business as Usual* by Unny. Below that is a 4X5 advertisement of Ramnath Goenka Journalism awards. The Anchor story too,

is a regular feature called *187 Mumbai Life Stories*. It always contains a photograph, sometimes even two.

The news is presented properly in modular blocks. However, many news items are left to be continued to the next page.

Jansatta

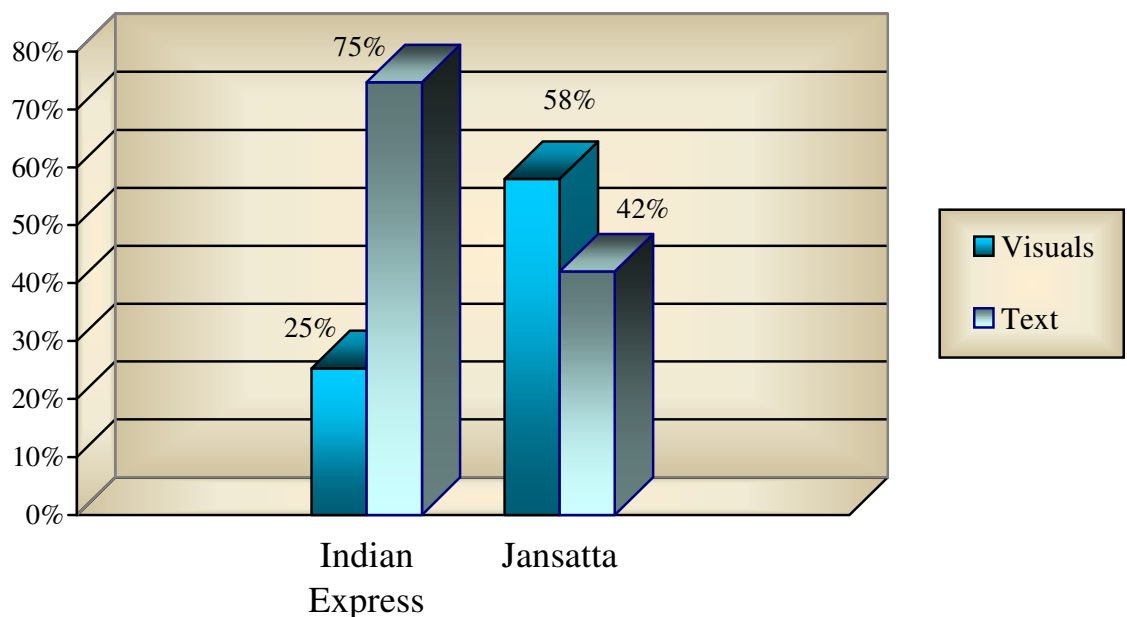
The front page of Jansatta was unusually full of visuals. But these visuals are mostly advertisements, a feature common with Hindi newspapers. They occupy one fourth space of the whole page.

At the bottom left is a regular column of cartoon *Dar-asa!* by Irfaan. Below is a 4X5 advertisement of Ramnath Goenka Awards, same as in The Indian Express.

News items are not modular at times, revealing a poor layout. This is a feature rarely found in newspapers today, thanks to the new and developing technologies.

PAGE TWO

The second page contains less important, but national news. Advertisements start appearing from this page.



The Indian Express

The second page of The Indian Express contains continuation of the news from the front page. There is hardly any new story on this page as most of the news items from the front page are left to be continued on this page.

In visuals, there are photographs accompanying the news. At times, social message advertisements also appear on the bottom half. Photographs appear on the top right.

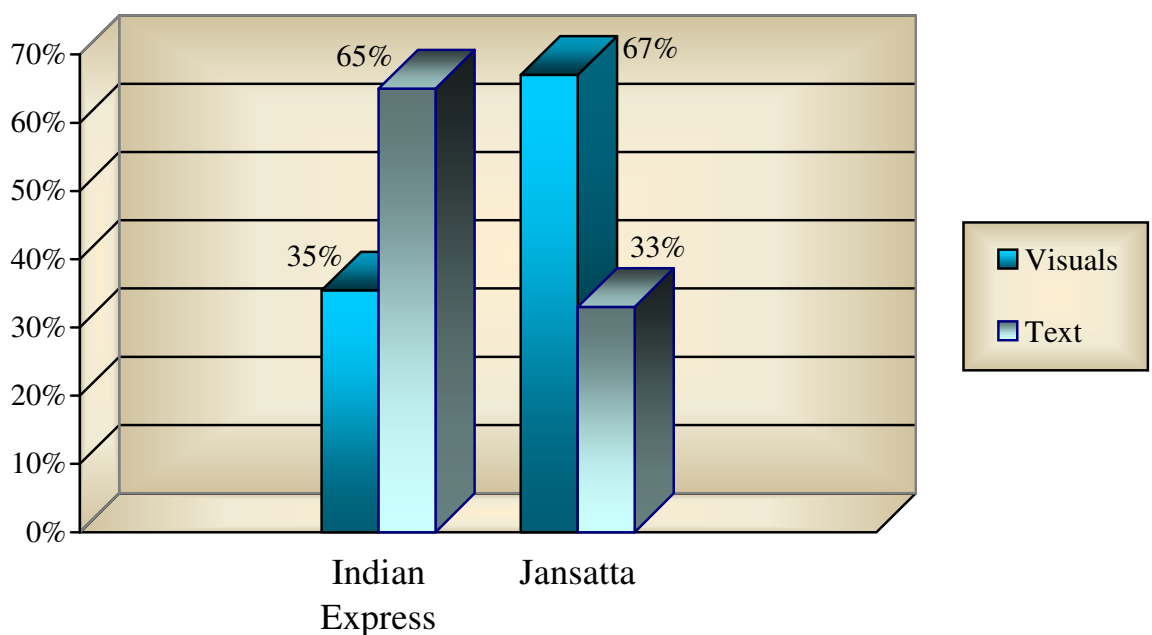
Jansatta

This is the international news section of the newspaper. These news items appear in two to three columns. On the top right is a half page column devoted to soft international news.

Most of the second page on Jansatta comprises of tenders. These tenders fill as much as 50% of the page at times, and very little space is seen left for the text news.

On the bottom right is a regular column called *Panchang*, giving the Hindu calendar details and the daily horoscope.

PAGE THREE



Page three, unlike the name suggests is not the notorious “page three” of celebrities, but nations’ hard news’ page in a daily.

The Indian Express

The third page in the newspaper gives detailed national news, mostly with accompanying photographs.

Visual and textual matter is very well organized and infrequently crosses the pre-decided ratio. Sometimes the visuals consist of photographs, and at other times, of advertisements.

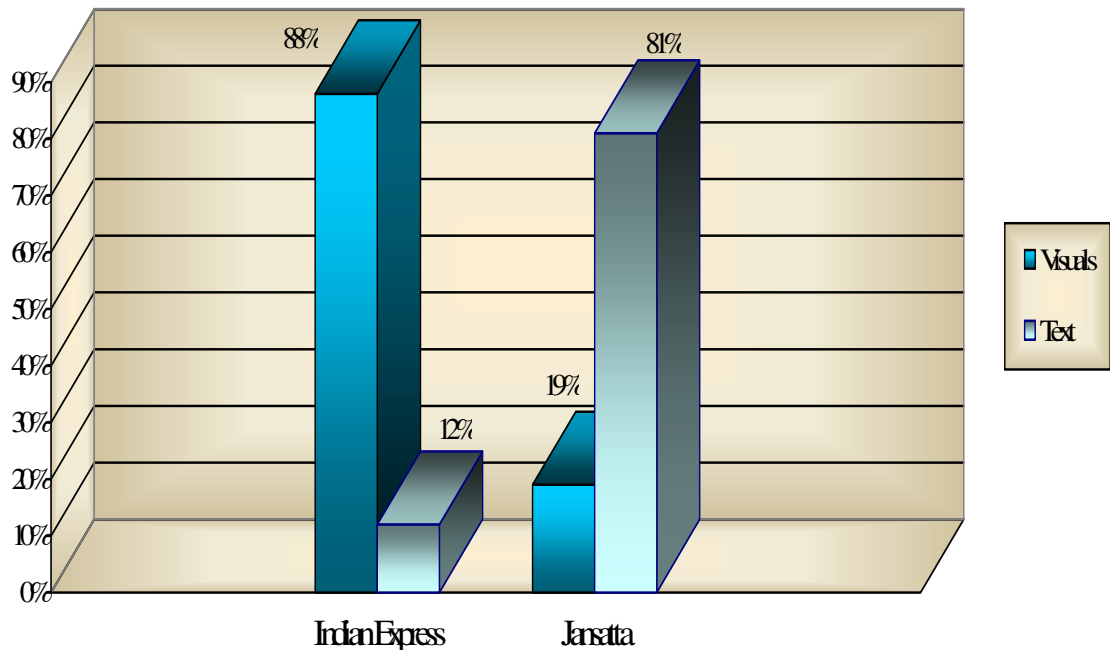
Jansatta

It is the page for news of the National Capital Region in Jansatta.

This page is half devoted to tenders and advertisements in the newspaper. The page also comprises of photographs. The ratio between the text and visuals here is almost opposite to The Indian Express.

PAGE FOUR

This is like a continuation from the previous page, and one may not find much difference between the types of news, though the layout differs.



The Indian Express

National news continues on this page, but its importance lessens.

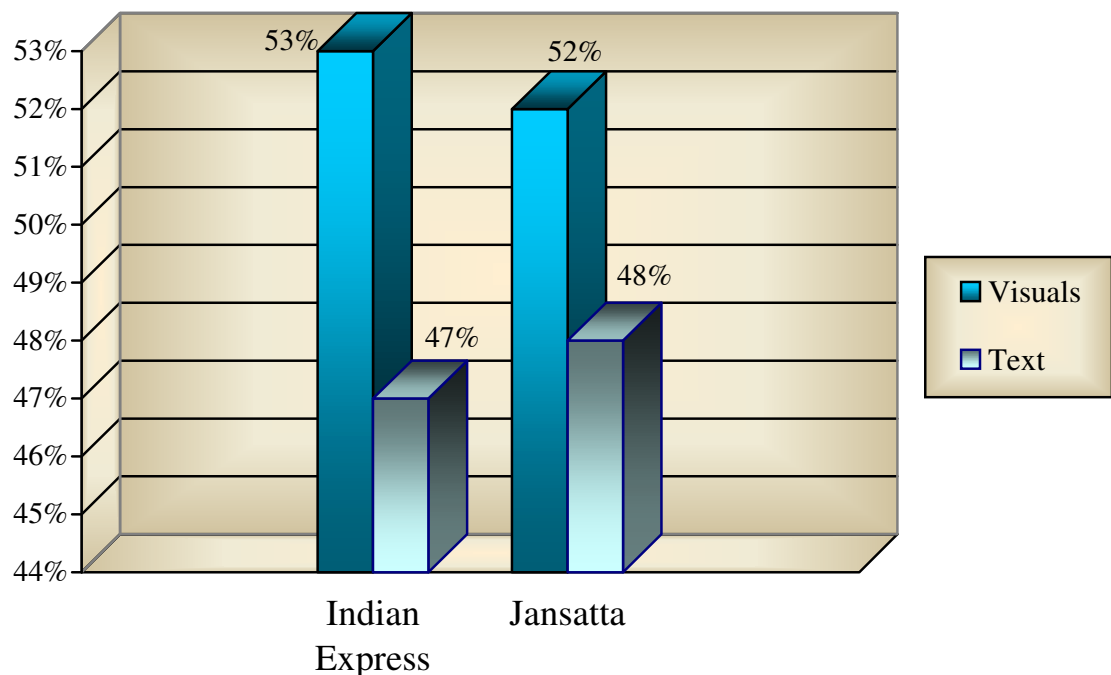
As is seen from the graph, visuals on this page in the Indian Express are very high in percentage. These comprise of tenders, classifieds and some advertisements. Classifieds come on Fridays.

Jansatta

Information and textual news items increase on this page of Jansatta. The NCR continues to have its impact on the news.

A regular column called *Samachar Saar* on the top right gives some less important news in brief. *Dilli mein Aaj* at the bottom tells about the events to happen in the capital during the day.

PAGE FIVE



Nothing fresh is found on this page, which again looks like a continuation of the last pages. The type of news may differ, but layout, more or less, remains the same.

The Indian Express

National news extends to this page too, but it is fuller of visuals, basically tenders and advertisements, personalizing it for a certain group of people, both in terms of material and layout.

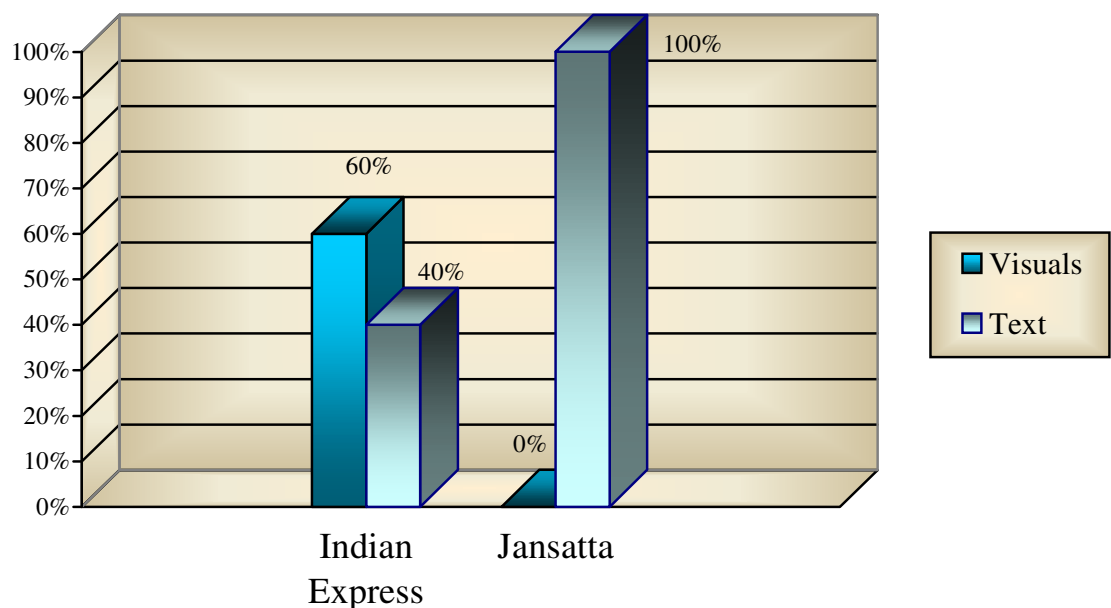
Jansatta

This page on Jansatta contains national news. It is the first page out of the only two that give details on the nation, but still the maximum part is occupied by visuals.

Photographs appear in the top part, whereas the bottom half is basically devoted to advertisements.

Perhaps this is the only page where both the newspapers share almost the same visual-textual ratio.

PAGE SIX



It is this page from which variations in the pattern of news and layout start appearing.

The Indian Express

Though the page is dedicated to national news, but a change in the layout makes it more readable.

Lesser visuals than the last two pages seem to soothe the eyes. And these visuals too are mostly not the advertisements but photographs accompanying the news.

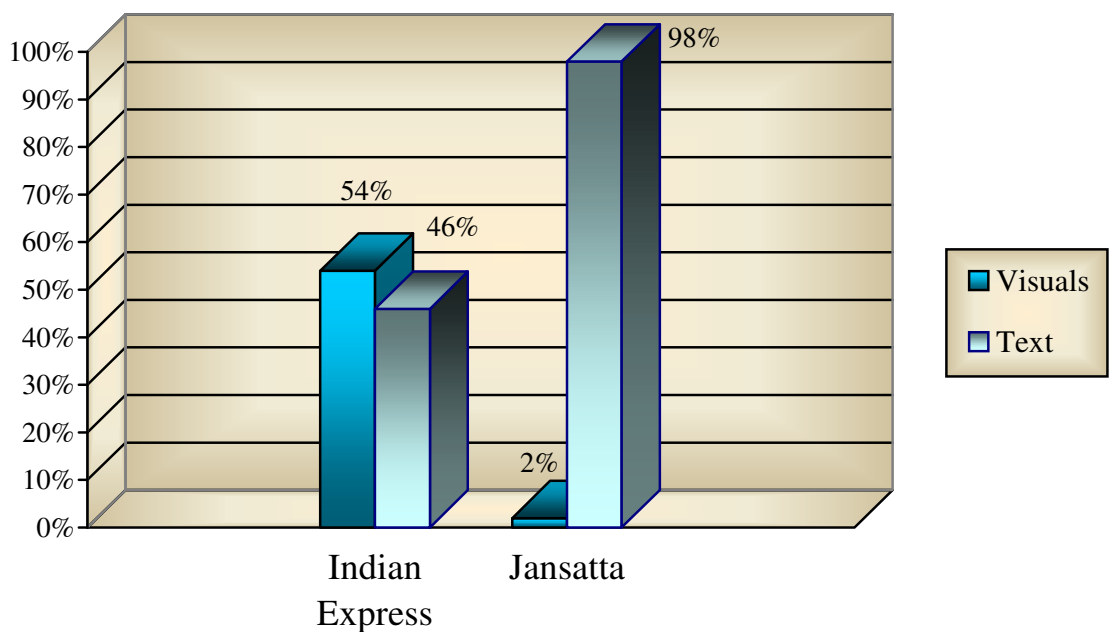
A regular column called *Briefly Nation* appears on the right hand side of the paper. It contains nationwide soft news in short.

This is the last page of national news in the paper.

Jansatta

Sixth is Jansatta's edit page, and does not contain any visuals. There are no editorial cartoons and no photographs of any writer appearing on the page. The extreme bottom of the page is devoted to letters for the editor.

PAGE SEVEN



Seventh page shows more improvement from the last page in terms of both content and layout.

The Indian Express

This is the International page in the paper and contains an equal amount of text and visual matter. Advertisements and photographs occupy almost an equal space.

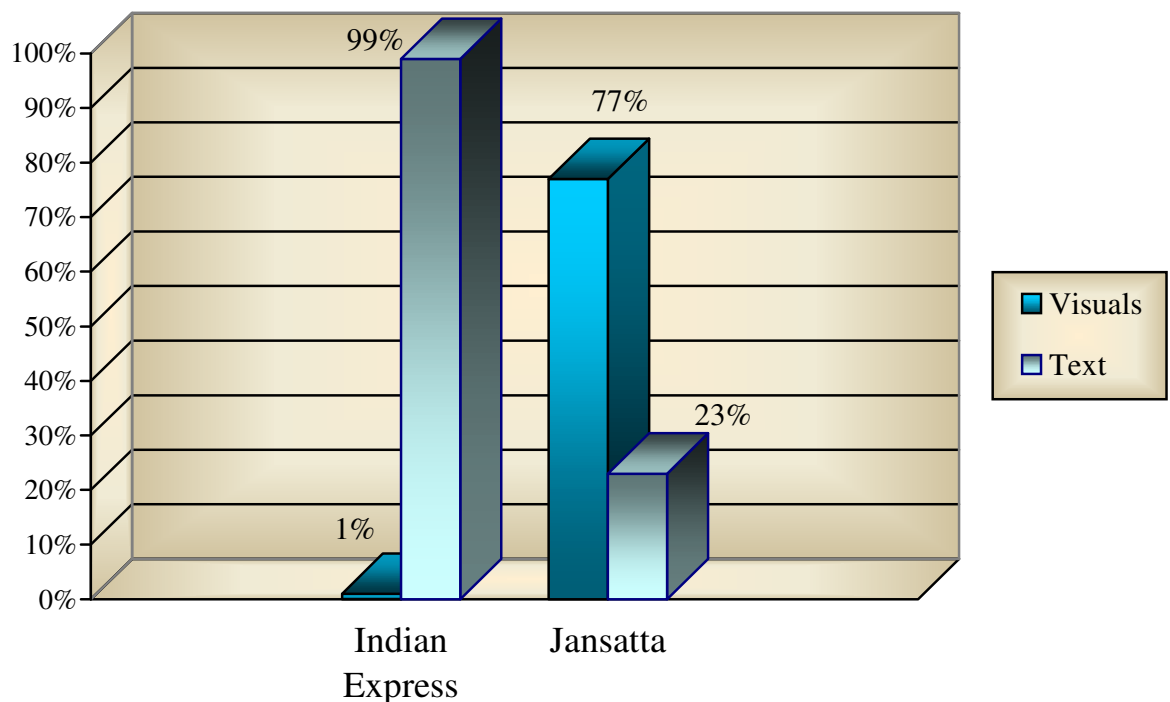
A column *Neighbour Watch* appears on the top left and consists of the main news from our neighbouring countries. It also shows the flags of countries of which the news is from.

Jansatta

Soft news from the nation is found on the seventh page of Jansatta. But on a quick look, one would feel that it is a continuation of the edit page. There are hardly any visuals on it.

All the news items are put on a modular block, a feature not found on the front page.

PAGE EIGHT



It continues with the changing trend of content and layout.

The Indian Express

This is the edit page of the Indian Express and therefore hardly contains any visuals, as is evident from the graph.

However, unlike Jansatta, it has some visuals, which comprise mostly of passport size photographs of the writers and also a cartoon column called

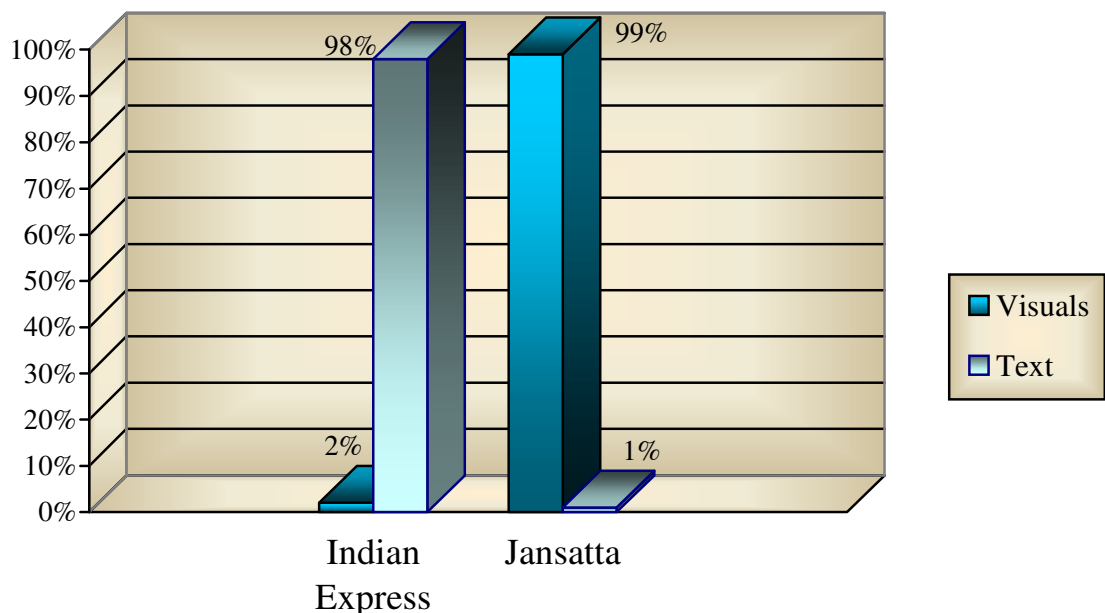
Freeze Frame by Unny. But it does not come everyday, and doesn't follow a fixed pattern.

Jansatta

Most of this page is committed to tenders and news items hardly appear. Some advertisements also come at times.

PAGE NINE

Hard news starts disappearing from page nine and more interesting stories, which have their particular readers, start appearing.



The Indian Express

This page in the Indian Express is named 'The Op-Ed Page' and consists of regular weekly articles by different people.

Sometimes, the paper's Editor-in-Chief, Shekhar Gupta's programme, *Walk the Talk* is transcribed on the full page. Occasionally, news from Pakistan's newspapers or Urdu newspapers cover the bottom half of the page.

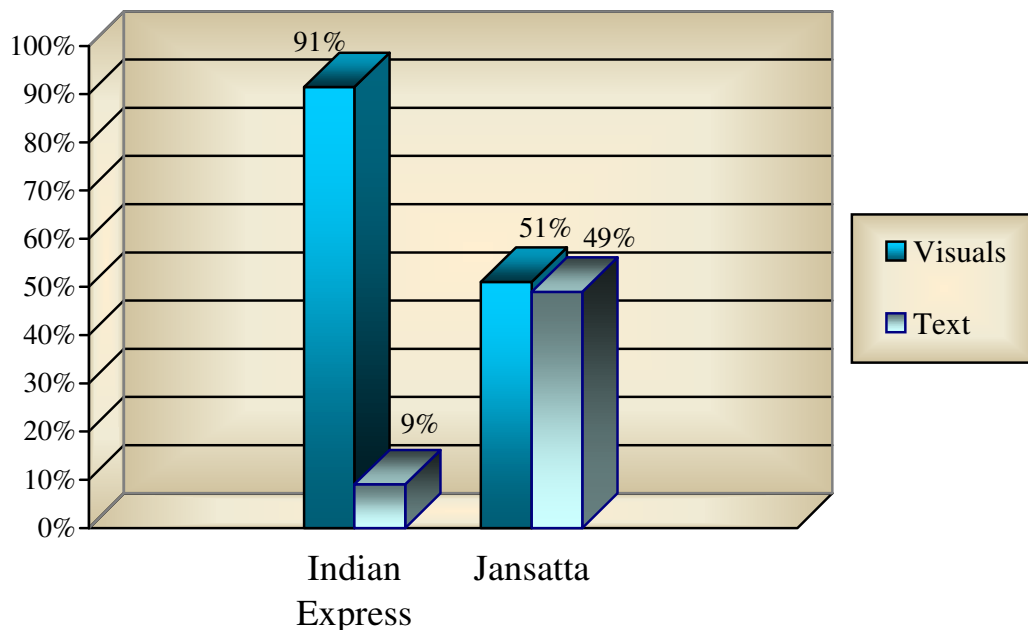
Usually, the top half carries a seven or eight column article, with a passport size photograph of the writer. The bottom half has smaller articles.

Jansatta

This page is devoted to tenders in the newspaper. At times, a two or three column report also appears, but it is hardly visible amidst the tenders.

PAGE TEN

This page is mostly devoted to tenders and hence, generally, contains visuals in many newspapers.



The Indian Express

Some international news appears on this page in the newspaper, but tenders occupy the maximum space. Nonetheless, the page is called 'International'.

Jansatta

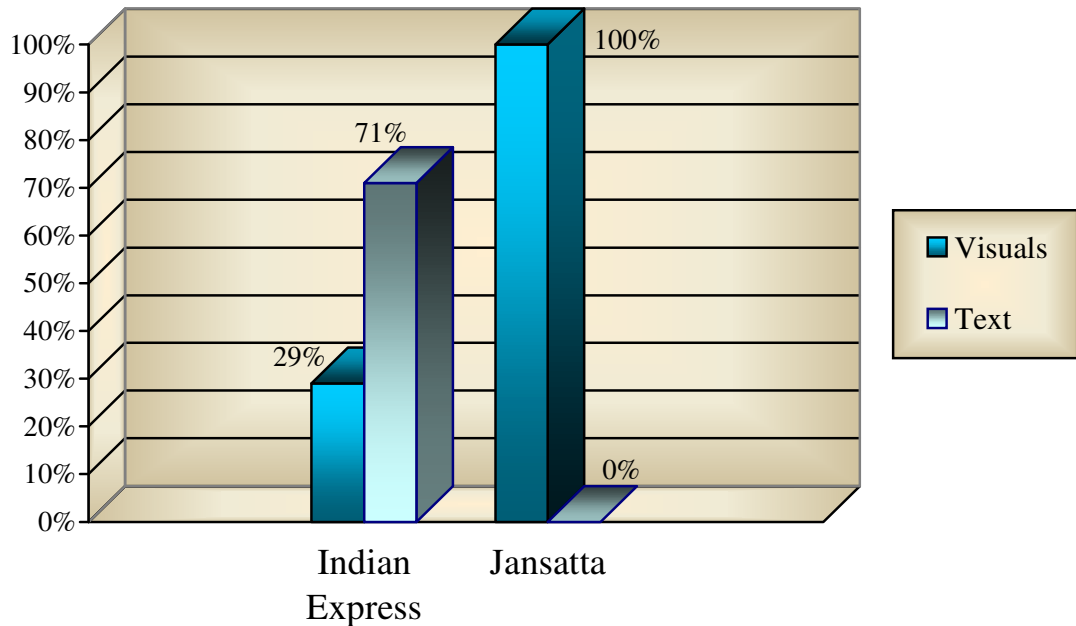
This is the sports page in Jansatta. But even after that, the more percentage of visuals is due to the presence of many tenders on it.

Advertisements sometimes cover almost half a page, hence reducing news to a great degree.

The space for news contains photographs in quite big dimensions, again reducing the text matter.

PAGE ELEVEN

Contents of different newspapers differ on this page, and this depends mainly on the number of pages the newspaper contains.



The Indian Express

This is the Business page in the Indian Express. It contains more text than visuals, as is evident from the graph.

There is a shoulder panel that gives four columns, namely Market Watch, Bullion, Forex Market, and Buzz of the Day.

On the top left is a column that gives a look at the Top NSE gainers and Top NSE Losers. Below it is a column called *Business Brief Case*. This gives business reports in short.

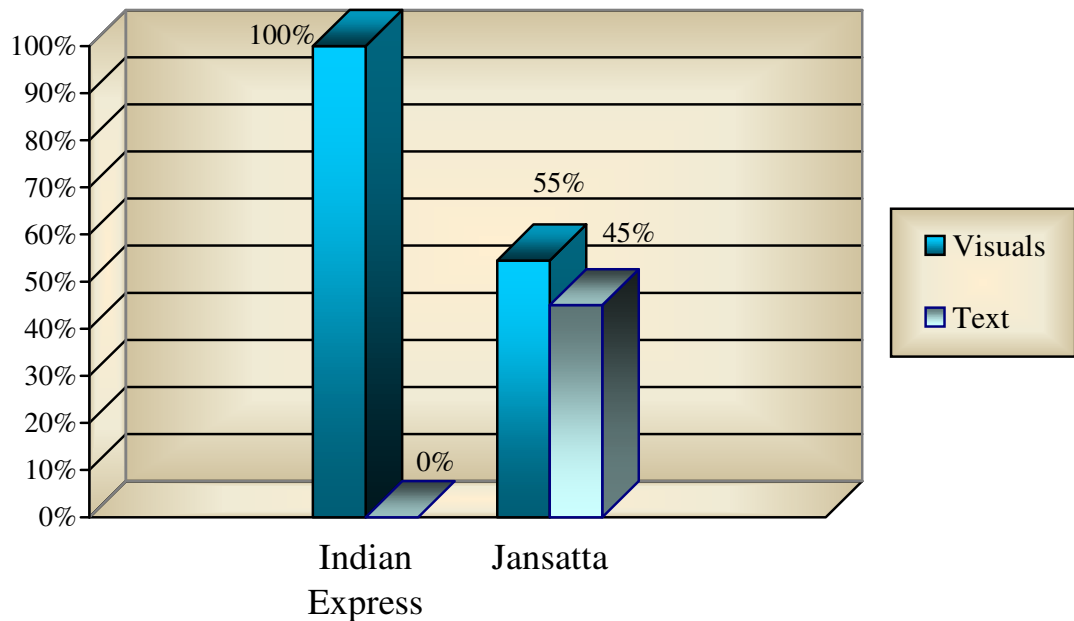
The page is fuller of graphics than pictures or other visuals, a feature not found on any page of the newspaper.

Jansatta

This page is fully devoted to tenders in the paper. No other text in terms of news can be seen.

PAGE TWELVE

The trend of any type of content in accordance to the newspaper layout continues on this page too.



The Indian Express

The whole page is committed to tenders, which results in the 0:100 Text-Visual ratio.

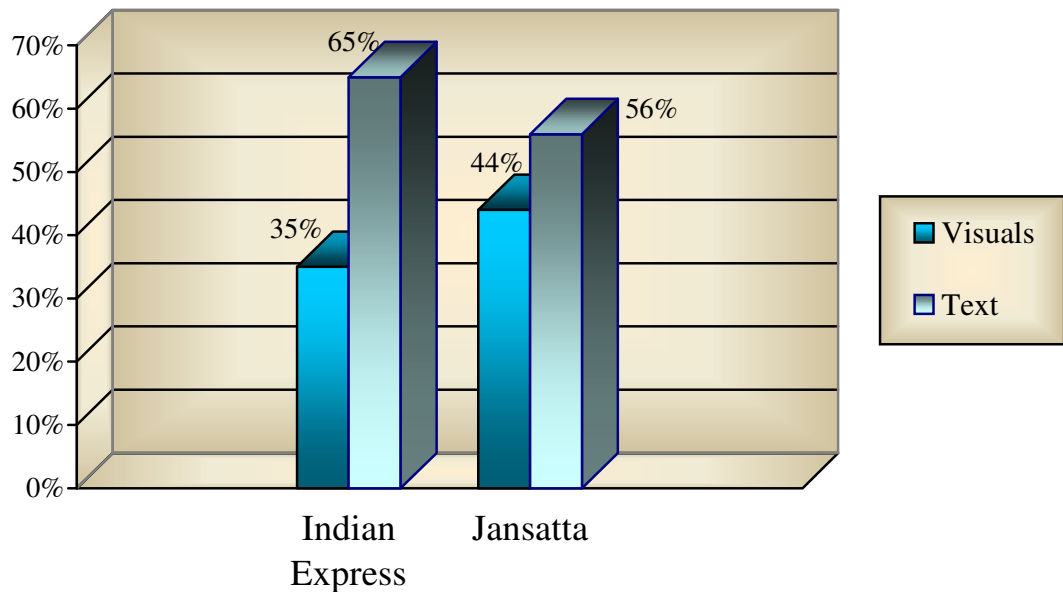
Jansatta

This page again consists of the sports news but still contains tenders in more than half the page.

However, this page doesn't contain many photographs, leaving space for text news in the paper. This news doesn't contain much international coverage. Instead, it talks about sports in India, and that too, mostly the NCR.

PAGE THIRTEEN

Since it is almost the ending pages in many newspapers, therefore fewer tenders usually occur. Tenders are mostly to be found in the inner pages.



The Indian Express

This again is the business section in the newspaper, but doesn't contain the attractive graphics like the previous one. The visuals consist of tenders and advertisements.

There is one regular column on the extreme left called *Global Ticker*, which contains business news from around the world in brief.

Jansatta

Like the Indian Express, this is the business page in Jansatta too. However, it is devoid of any graphics or regular columns. The visuals are comprised of photographs or tenders.

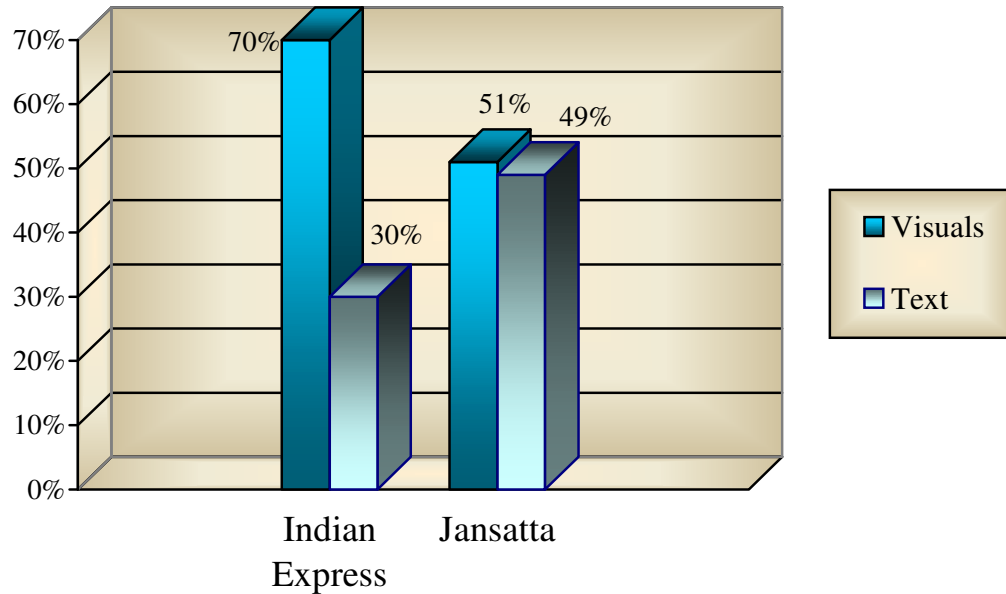
PAGE FOURTEEN

This is mostly the Sports Page in many English newspapers. The number of pages it contains decides Hindi newspapers' fourteenth page.

The Indian Express

This is the first of the three pages devoted to sports in the paper. However, it is in black and white, unlike the rest two.

More than half of the page contains tenders and therefore, leaves less space for textual news.



Jansatta

This is the last page of Jansatta. It includes almost an equal ratio of text and visuals. The visuals are seldom photographs, and generally tenders or advertisements appear.

The news that the page includes is national.

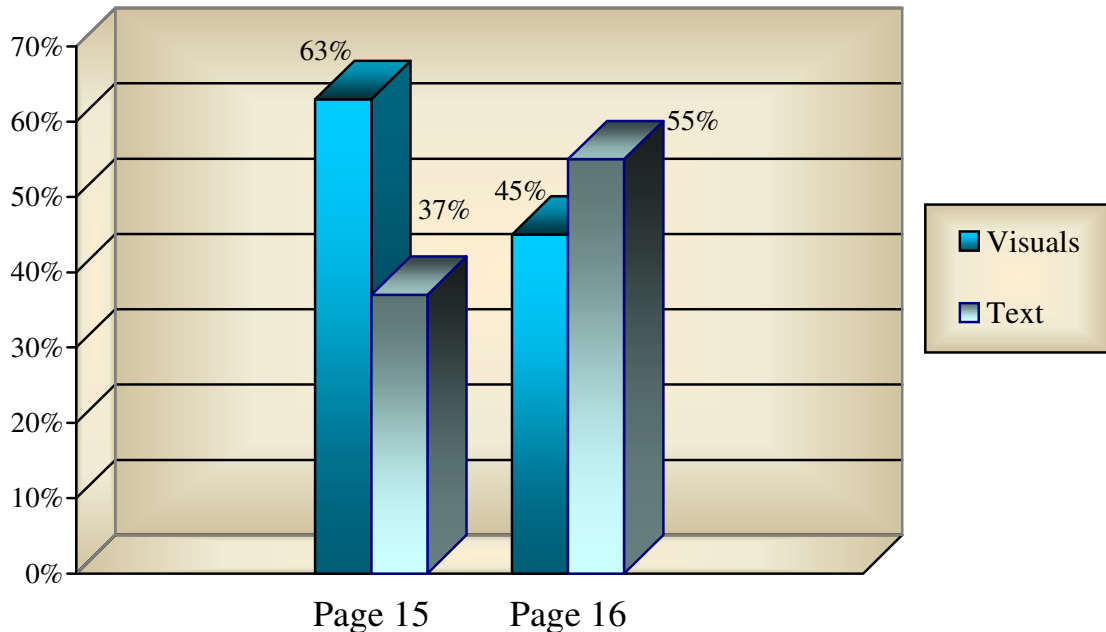
Since there are just fourteen pages in Jansatta, therefore we can't make any more comparisons between the two papers. The last two pages of the Indian Express have the following content:

PAGE FIFTEEN

This again is a sports page and is devoted to cricket since the past few days. It is called *ICC Champions Trophy 2006*. The more percentage of visuals is due to the presence of large dimension photographs of either the players or action on the field.

The bottom half of the page is usually occupied by large sized advertisements. These may take one fourth of the total page.

It is the third coloured page of the main newspaper.



PAGE SIXTEEN

This is the last page of the newspaper and is also dedicated to sports news. It has been, like the previous page, carrying news on cricket since ICC Championship began.

The page is coloured and fuller of photographs than advertisements in the visual category. Advertisements that appear are usually placed between the news and are in small dimensions.

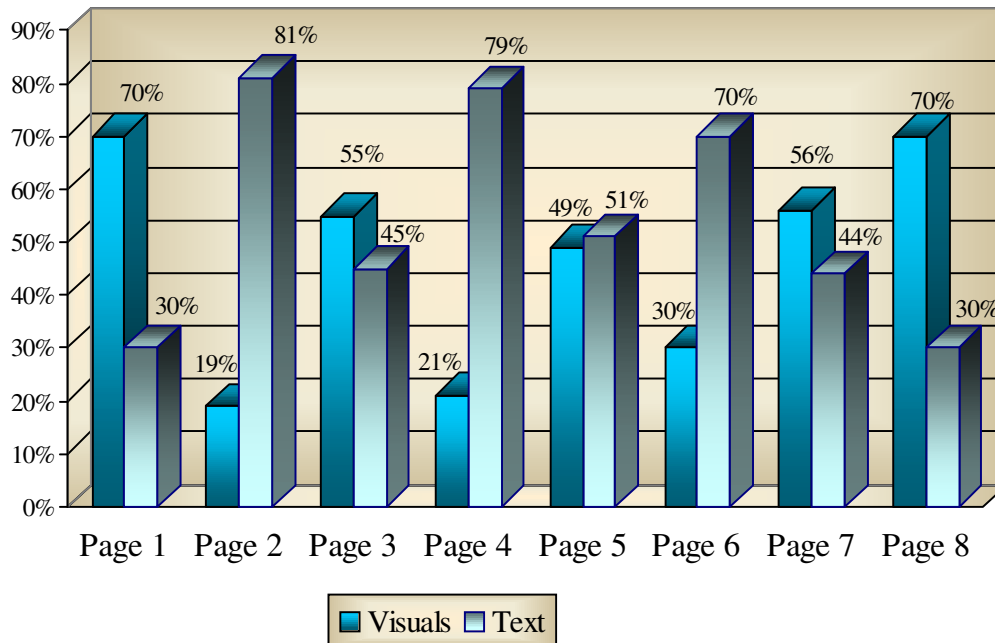
THE SUNDAY EDITION

Every newspaper usually carries extra feature pages on Sundays. These are works of the whole week, and therefore are far better in terms of layout and design.

Since The Indian Express carries a bulkier Sunday edition, consisting of eight pages, and Jansatta brings four, we will take a look at them separately, instead of comparing each page individually.

Both the newspapers carry coloured pages in these editions.

The Indian Express



The Sunday feature of The Indian Express is called 'EYE'.

- **Page One:** The large percentage of visuals is due to advertisements that usually cover the whole bottom half of the page. The top half consists of the main feature of the week.

Huge photographs make the layout visually more attractive. Since this is a coloured page with a better quality of paper, the whole layout is very eye catching.

- **Page Two:** This page comprises of regular weekly columns and is well designed. It is called 'body + mind'.

Extreme left of the page is devoted to health. The column is called *Your Health* by *Toufiq Rashid*. It talks about one problem at a time, such as breathing or stomach aches and a whole lot of problems with solutions pertaining to it are given. Illustrations make the visuals.

Ishi Khosla gives *Diet Diary* at the bottom half. It usually contains visuals in photographs.

The extreme right has a column called 'How I keep Fit', which tells the fitness regime of a well-known personality. The column is sponsored by Sugar Free and carries its logo along with a photograph of the personality.

- ❑ **Page Three:** The third page is called 'arts etc.'.It carries features on various forms of art and people practicing them.

The visuals are mostly advertisements that may cover half the page. It also has photographs related to the article.

- ❑ **Page Four:** The fourth page, called 'living' explores the lives of celebrities. Visuals are a combination of photographs of these people and their life style.
- ❑ **Page Five:** This is a continuation of the last page, both in terms of name and type of content. There are, however, more photographs on this page.
- ❑ **Page Six:** This page is called 'the word' and gives book reviews. The review on the top half covers five columns, which is the whole width of the page.

A regular column on the bottom half at its extreme left gives the names and authors of the top ten fiction and non fiction books. Due to more text, there isn't much space left for visuals in the form of advertisements.

- ❑ **Page Seven:** 'Leisure', the seventh page of the feature section carries weekly horoscope on the top right half by *Peter Vidal* in a column called *Your Week Ahead*.

The left half has around three comic strips stretching from the top to the half of the page. These constitute the maximum part of visuals.

The bottom half gives Crossword and Bridge.

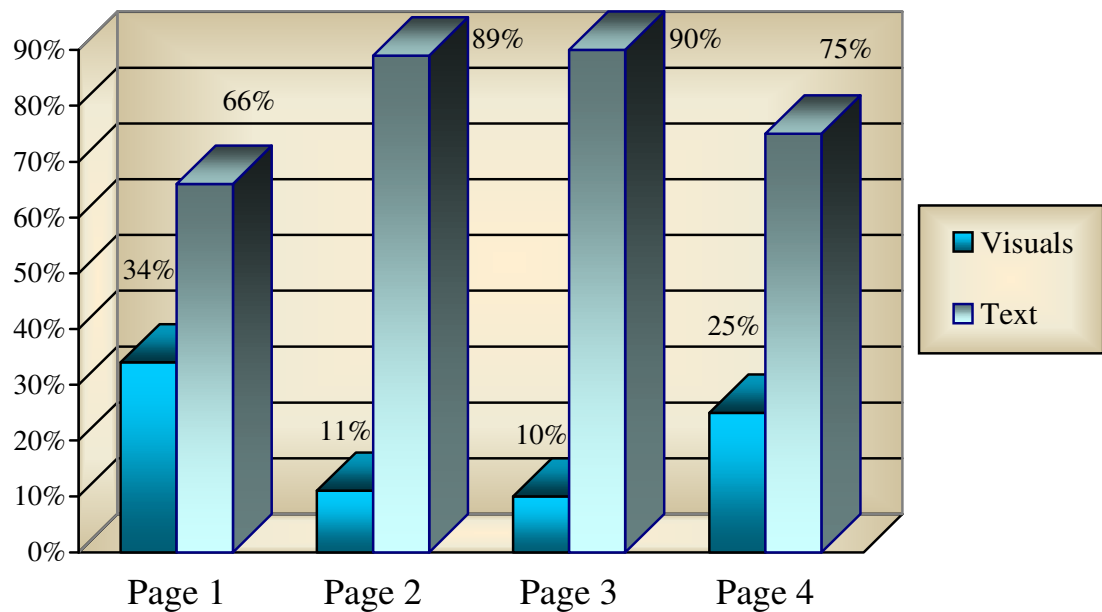
- ❑ **Page Eight:** This page is called 'people' and carries interviews. The large number of visuals is due to the large number of advertisements.

Jansatta

The Sunday feature of Jansatta is called ' Jansatta Ravivareeya '.

- **Page One:** This is the first of the two coloured pages of the edition. The small percent of visuals is comprised of illustrations and photographs. No advertisements, or tenders (a favorite with the newspaper), appear.

The whole page carries the main feature.



- **Page Two:** The trendy black and white look of the main paper continues here. However, absence of advertisements and tenders is maintained on this page too.

A regular feature called *Kavitayein* comes on the extreme right of the page and consists of poems, which may be by one or two poets. These are around three to four in number. The whole feature covers two columns of the page.

The other half on the top is occupied by a four-column story and accompanies an illustration.

The bottom half is also divided into two features, both evenly divided and neat in terms of layout.

- **Page Three:** The third page too is a continuation of the previous one, but has more number of articles and stories.

Illustrations and sometimes photographs constitute the visual; part of the page.

At the right side of the bottom half is the weekly horoscope. It is called *Saptaah ke Sitare* by *Pandit Prempal Kaushik*.

- **Page Four:** This again, a coloured page, is the last of the weekly feature of the newspaper.

The top half contains photographs and human-interest stories.

The bottom half is dedicated to kids. It carries a story, poems and information for them. The whole feature is called *Nanhi Duniya*.

OTHER DIFFERENCES BETWEEN THE TWO NEWSPAPERS IN TERMS OF DESIGN AND LAYOUT

Font

- ❑ The Indian Express uses three different fonts, which are:

Times New Roman
Helwettica Condensed
Futura

The three fonts are used in all the three styles, namely Light, Bold and Medium.

- ❑ Jansatta has just one font, namely Chanakya, which it uses in the three styles.

Font Size

- ❑ The Indian Express uses an '8-point' size in the text. For the headlines, it differs with the importance of the news.
- ❑ Jansatta uses '10-point' size in the text. This is because Hindi font is smaller in size, and has to use a bigger size to enable readability. Headlines' size differs with the news.

Newsprint

The newsprint used by The Indian Express is of the usual quality, whereas Jansatta uses a low quality off-white paper.

Also, the quality becomes better on the Sunday feature where glossy paper is used in The Indian Express, but no improvement in this context is seen in Jansatta.

Paper Size

The Indian Express has the international size of 35 cm X 55 cm, whereas the page size of Jansatta is 35 cm X 50.5 cm, which is rarely found in National newspapers nowadays.

Colour Mode

The Indian Express has four pages coloured and the rest black and white. Jansatta, on the other hand doesn't have any page in colour.

Even the Sunday feature of Jansatta carries two pages in colour, whereas The Indian Express has all the eight colour pages.

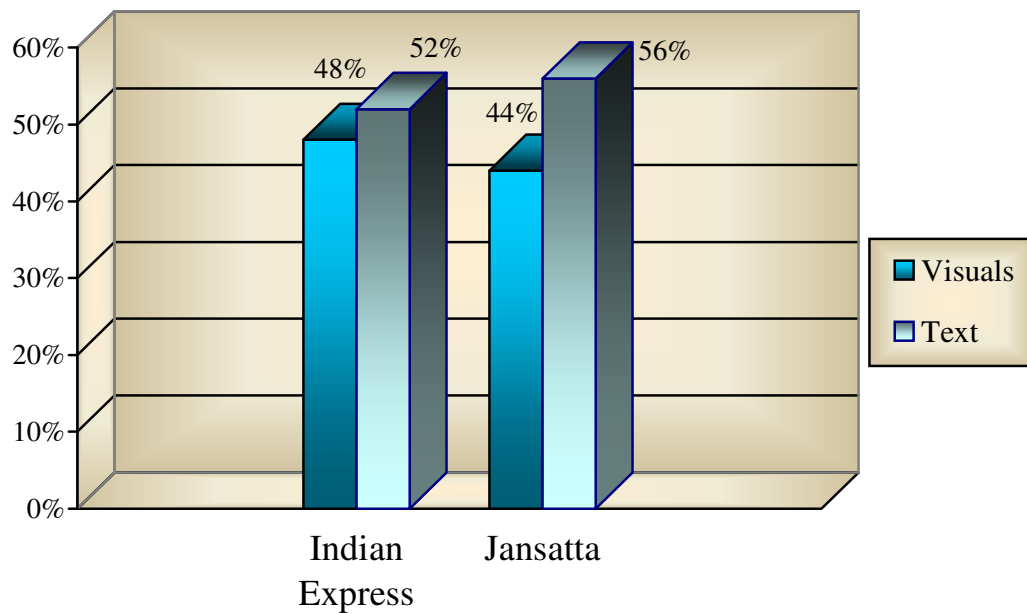
Profile

The Indian Express has 16 + 6 pages in daily edition. In addition to this, there are other pullouts almost everyday.

Jansatta carries just 14 pages and no pullouts.

CONCLUSION

The following graph shows an overall ratio between the visuals and text matter between the two newspapers over a span of fifteen days. It should be kept in mind that the total number of pages in The Indian Express is six more than Jansatta.



The above graph shows that both the newspapers have more text matter than visuals. The ratio too is almost the same, though the Express has 4% less text than Jansatta.

Visuals obviously, are lesser than text. And have the same approximate ratio, with Jansatta's 4% less than The Indian Express.

But if we take a look at the matter of the visuals, then it is found that advertisements have a higher ratio in the Express than its Hindi counterpart. Tenders make most of the visuals in Jansatta.

Photographs are not found much in Jansatta, which also lags behind in the number of illustrations and graphics. This may be due to the less number of pages in the paper.

In terms of cartoons, The Indian Express triumphs with one pocket cartoon on the front page, and a bigger editorial cartoon on its eighth, that is the Edit

Page. Jansatta, on the other hand, carries only one pocket cartoon on its front page.

The number of pages in Jansatta is not fixed. There are times when the paper is comprised of twelve, and sometimes of fourteen pages. The pages are more when there are more tenders and advertisements, as the editor doesn't want to compromise on the text matter.

The Indian Express, in contrast has fixed number of pages, i.e., sixteen. Text matter is not given the first priority in the commercial newspaper.

In brief, whereas Jansatta doesn't have a proper style sheet, which its layout and design reflects clearly, it is more devoted to giving news. On the other hand, The Indian Express gives almost a 50-50 ratio to text and visuals. But the proper layout helps its readers to a more pleasant view in the morning.

SUMMARY

The **front page** of The Indian Express is very nicely laid out with a pleasant heading presentation, constituting proper breathing space. The news is adjusted in modular blocks, and justified. Visuals make the whole page eye-catching and noticeable.

Jansatta's front page is dull. Headings are not adjusted properly. A bold heading is condensed at times, making even the important news look unimportant. One may find modular blocks missing, a feature rarely found in any newspaper now, unless it is published on a local level. The paragraphs are not even adjusted at times.

Second page in The Indian Express continues news from the front page, and may have advertisements too. In Jansatta, on the other hand, tenders start appearing, leaving little space for international news, for which the page is actually meant.

The **third page** of the English paper gives national news, with relevant photographs. Advertisements may also appear. In Jansatta, this page is devoted to news of the NCR, but contains more tenders and advertisements. The ratio between the text and visuals here is almost opposite to that of The Indian Express.

Fourth page's percentage is again opposite in the two newspapers. However, Express has higher percentage of visuals that comprises of advertisements, tenders and classifieds. Jansatta has a better layout on this page as columns are regular and there is more text.

Both the newspapers share almost the same text-visual ratio on the **fifth page**. They give national news. The two newspapers' visuals comprise of tenders and advertisements on the page.

Jansatta has its editorials on the **sixth page** and no visuals to support the text. National news continues in The Indian Express, but with a better layout, with lesser visuals than the last three. It also has a regular column, a feature missing in the previous ones.

Page seven of the Express gives International news, and advertisements and photographs in almost the same ratio. The Hindi daily however, carries very little visuals on this page also, making it look almost like the last page. It gives soft news from the nation.

The **eighth page** of The Indian Express is its edit page, but unlike Jansatta, does carry some visuals. Passport photographs of the writers and a cartoon at times constitute these. Jansatta devotes most of this page to tenders and advertisements.

The ratio of text and visuals is opposite on the **ninth page**. Whereas only 2% visuals occur in The Indian Express, Jansatta gives the whole page to tenders. Even advertisements are hard to find.

Both the newspapers give tenders on their **tenth page**. Some news also appears in the two. Express calls it their International page, and Jansatta dedicates it to Sports.

Eleventh is The Indian Express's Business page and is the best in terms of graphics. The text matter is more than visuals. On the other hand, Jansatta has devoted the whole page to tenders.

It is tenders' turn in The Indian Express on its **twelfth page**, whereas Jansatta continues with its tenders-cum-sports news.

Both the papers have their Business pages on the **thirteenth**. The previous dip of text rises to a commendable level. However, there are no attractive graphics on this page in The Indian Express. Jansatta doesn't have a graphics department; hence it is devoid of any.

Fourteenth is the first of the three Sports pages in The Indian Express, but gives more space to visuals comprising tenders and advertisements. Jansatta shares an equal text-visual ratio on its last page.

The Indian Express contains more visuals than text on the **fifteenth page**, and this ratio is opposite on the sixteenth. Both the pages give Sports news.

The Feature pages on Sunday in The Indian Express are more attractive with a number of visuals extending to eight pages. On Jansatta, however, there is more text in its four-page Sunday feature.

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